

REMARKS/ARGUMENTS

Claims 9-20 are pending. By this Amendment, claims 1-8 are canceled in favor of new claims 9-20. Reconsideration in view of the above amendments and the following remarks is respectfully requested.

Claim 4 was rejected under 35 U.S.C. §112. By this Amendment, claim 12 uses the generic term "hook-and-loop strip" in replacement of the trademark term VELCRO®.

Reconsideration and withdrawal of the rejection are respectfully requested.

Claims 1-8 were rejected under 35 U.S.C. §102(e) over Cupp (U.S. Patent No. 6,766,805). This rejection is respectfully traversed.

New claim 9 is directed to an auxiliary fitting for choosing a hairstyle comprising a support that can be removably worn by a person on his/her head, and a plurality of locks being connectable to said support, wherein at least two locks different from each other can be fastened on said support arranged on opposite sides relative to a midline of said support, such as to be simultaneously and separately seen by the person wearing said support to obtain an accurate representation of his/her appearance, as would result from a different hairstyle based on either one of said at least two locks.

Cupp does not teach or suggest this subject matter. Cupp discloses a support 11 wearable on the head for detachably supporting highlight strands 14 which are provided with hook-and-loop fasteners (column 2, lines 60-65). As clearly stated at column 3, lines 1-3, the strands 14 are highlight attachments (column 2, line 10), for instance swiggly-shaped and zig-zag strands which are shown in Figure 4 and described to slightly modify the look of the user's look, but do not serve for radically modifying his or her hairstyle.

As such, Cupp does not teach locks which are to be fixed to the wearable support which are specifically designed for changing the appearance of the hairstyle. Specially, Cupp does not teach locks which are arranged on opposite sides relative to a midline of the support, such as to be simultaneously and separately seen by the person wearing said support to obtain an accurate representative of his or her appearance, as would result from a different hairstyle based on either one of said at least two locks. This allows the wearer to immediately compare two possibly different hairstyles. This feature is not disclosed in Cupp, which on the contrary is directed to a system wherein highlights attachments are to be arranged over the user's own hair as a supplementary or ornamentation, instead of coloring the same hairs, but wherein no comparison is made possible (i.e., the user maintains his or her hairstyle).

Similar remarks apply to new independent claim 15. Claim 15 is different from claim 9 in that claim 15 simply recites that the locks can be fastened on the support arranged on opposite sides of the support, whereas claim 9 specifies that the locks can be fastened on said support arranged on opposite sides relative to a midline of the support.

Reconsideration and withdrawal of the rejection are respectfully requested.

Claims 1-8 were rejected under 35 U.S.C. §102(b) over Rice (U.S. Patent No. 5,493,735). This rejection is respectfully traversed.

Rice, like Cupp, does not allow any comparison between the user's own hairstyle and any different hairstyle based on one of the locks attached to the cap. Specifically, in the device of Rice, the user's head gets covered by the same cap (column 1, lines 55-65). Indeed, only the lower portion of the cap is intended to be furnished with detachable and visible locks, not the upper portion. This configuration is thought to be for covering permanent or temporary baldness (column 1, line 30). Rice does not teach or suggest a wearable support intended to be used as a

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tool for simplifying the choice between different hairstyles, as recited in claim 1. In fact, the teachings of Rice are in the opposite direction. Rice teaches that the user's head gets covered by the cap and no comparison can be made anymore with respect to different hairstyles. The locks described and shown in Figures 1, 3 and 8-13 have the same appearance, i.e., they are just for covering baldness and not for providing examples of different hairstyles.

Reconsideration and withdrawal of the rejection are respectfully requested.

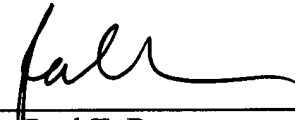
In view of the above amendments and remarks, Applicants respectfully submit that all the claims are patentable and that the entire application is in condition for allowance.

Should the Examiner believe that anything further is desirable to place the application in better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number listed below.

Respectfully submitted,

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Abstract

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